

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR A
PROMOTION REPORTING INTERFACE IN A SUPPLY CHAIN
MANAGEMENT FRAMEWORK**

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ABSTRACT

A system, method and computer program product are disclosed for promotion reporting in a network-based supply chain management framework. Data associated with a promotion is identified. Included in the data is promotion item information, location information, and duration information. A projected daily usage of the promotion item is calculated for a plurality of locations based on the data and the projected daily usage of the promotion item is outputted utilizing a network with TCP/IP protocol.

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